

Town of Concord
APP #55

Web Content and Link Posting

Purpose

The Town of Concord recognizes the Internet (the “Web”) as yet another opportunity to extend a wide variety of services and information to the citizens of Concord and those who engage in business with the Town – as well as those who visit the Town, either in person or simply over the Web. The posting of new and informative content to the official Town of Concord Web site is common practice for the Town. The Town also occasionally adds links to non-Town Web sites that may be of interest or assistance to residents. The overarching goal of all Web site content and link posting is to forward the stated goals and objectives of the Town of Concord in terms of providing relevant information and resources via the Web.

This policy has been developed in order to streamline the Web site content submission and posting process, to keep the quality of the Web site high, and to protect the Town from claims of copyright infringement.

Scope

This policy applies to all employees of the Town of Concord, as well as all Web pages owned and/or managed by the Town.

Policy

1. The following groups and/or individuals are allowed to submit content for posting:
 - Town employees
 - Board and committee Chairs or their designees
2. Every effort should be made, within the staffing resources of each department, to post on a regular basis as soon as new content is available and to delete outdated material as soon as it is no longer timely or important to maintain as an archive of information. The following types of content are allowed to be submitted for posting:
 - Department operational information

- Board and committee meeting agendas
- Final, approved, board and committee meeting minutes
(Draft minutes may be acceptable, particularly when there may be a significant delay in posting of final, committee-approved minutes. But careful consideration must be given before posting draft minutes because of the inherent risk in distributing information that has not been checked for errors by the full membership of the relevant committee. Draft minutes must be clearly dated and marked as “DRAFT” if posted, and must be removed from the Web site as soon as corrected.)
- The Town Charter, general and zoning bylaws, Annual Town Reports, budget materials, Town Meeting information and materials, plans, studies, reports, Town-wide policies and procedures, and other documents of Town-wide interest
- News, notices or significant events of Town-wide interest
- Links to non-Town Web sites that have been determined to forward the goal of the Town to offer residents and other Web site visitors useful information that is complementary to the Town’s Web site and related objectives. The information provided by external Web sites shall represent a logical nexus and consistency with the goals and objectives of the Town’s Web site.

The Town Manager reserves the right to reject any content or link that is determined to be not in the best interests of the Town of Concord or not aligned with the Goals and Objectives of the Town Manager and Board of Selectmen.

3. All Web content submitted must be approved prior to posting. The following individuals retain the right to edit, request changes, approve, or deny submitted content: Town Manager, Deputy Town Manager, department heads and senior department managers, or the designees of all of the aforementioned.
4. All Web content submissions must be sent to the designated staff members responsible for posting in each department. All posting to the front page of the Town’s Web site, including the News & Notices section of that page, shall be approved by the Town Manager’s Office prior to posting. For routine News & Notices submittals, the Information Services Staff will serve as Town Manager’s Office designees.
5. Whenever submissions are time sensitive, they should be forwarded as far as possible in advance of the requested posting date allowing for any changes that may be deemed necessary to the content.

6. The following file formats are most preferable for posting: .rtf, .pdf, .doc, .ppt and .jpg. Formatting changes may be made at the discretion of those responsible for posting.
 - All postings must be checked for spelling, grammar, and factual accuracy. This check is to be completed or arranged for by the individual submitting the content.

Submission of Copyrighted Work

No employee of the Town of Concord may reproduce any copyrighted work in violation of the law. Copyrighted works include, but are not limited to: text (e.g. articles), images (e.g. photographs), graphics (e.g. logos), sound recordings (e.g. MP3s), video recordings (e.g. movies), or software programs. If a work is copyrighted, there must be express written permission of the copyright holder to reproduce the copyrighted work in order to avoid violation.